



GOVERNOR ARNOLD SCHWARZENEGGER

March 1, 2010

Dear California Business Leader,

I am writing to encourage your participation in HANNOVER MESSE, a trade fair that assembles thousands of worldwide businesses to discuss important developments in the industrial technology and green sector, in Hannover, Germany, April 19-23, 2010. You will have a unique opportunity to highlight your company's excellence in innovation and to network with other organizations to determine how you can more actively participate in the world export market.

Last year's successful CeBIT, a major international fair dedicated to information and communication technology, came about as a result of a partnership between California and Hannover Fairs. Our extensive involvement as the partner state afforded California companies with an unprecedented opportunity to stand out above more than 495,000 participants from around the world. Many California companies reported that this experience provided them with a fundamentally new perspective for how to succeed in the global marketplace.

For more information about HANNOVER MESSE 2010 and how your company can participate in this export opportunity, please do not hesitate to write Eloisa Klementich at the California Business, Transportation and Housing Agency at [eloisa.klementich@bth.ca.gov](mailto:eloisa.klementich@bth.ca.gov).

Sincerely,

A handwritten signature in black ink, appearing to read 'Arnold Schwarzenegger', written over a large, stylized, and somewhat illegible signature.

Arnold Schwarzenegger